

NEXT THURSDAY

—*is*—

DOLLAR DAY

*—you know what that means—it'll be
without a doubt the biggest shopping
day of the entire year in South Bend!*

With prices re-adjusted and goods selling at almost pre-war figures, South Bend merchants have taken particular pains to make this Dollar Day next Thursday the biggest one in the history of the city. They have so re-arranged their prices that you will be fairly astounded at the savings in the stores on this day.

Actually you will lose a great many dollars if you fail to join the crowds of shoppers downtown Dollar Day.

Tuesday and Wednesday editions of THE NEWS-TIMES will carry all the Dollar Day advertising.

SOUTH BEND NEWS-TIMES

MORNING

—

SUNDAY

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EVENING